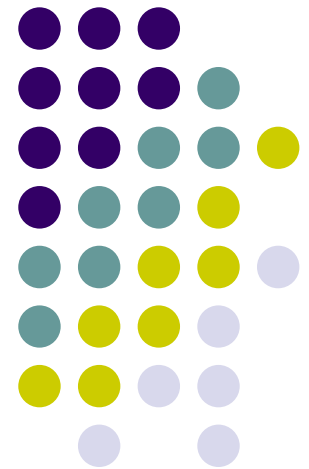


# MHSOAC

MENTAL HEALTH SERVICES  
OVERSIGHT AND ACCOUNTABILITY COMMISSION

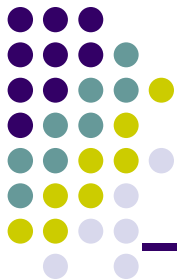
## **Communications Draft Work Plan**

**Cynthia Craft**  
**January 24, 2008**



# Our Mission:

- The MHISOAC communications unit will work to ensure the success of the Mental Health Services Act through community outreach and stigma reduction and by spreading the word on the MHSA vision, planning, and progress to all California stakeholders.



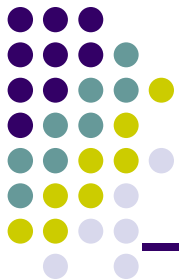
Cynthia Craft

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Relations, OAC

January 24, 2008

# Possible Components

- Keep Commissioners informed and apprised of complex issues.
  - Format: an issues-briefing newsletter, or...
    - A cover sheet, issue-briefing paper with binders
- Keep Commissioners informed about OAC staff activities and work plans.
  - Format: a monthly newsletter



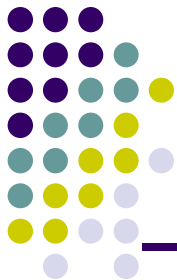
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# Reaching the public

- Possibilities: develop a new logo, motto, recognizable identity to connect the MHISOAC with the public consciousness.
  - Consider: motto emphasizing transformation of California's mental health system.
    - Or, Open doors to better mental health
    - Or, Ensuring mental health for all.



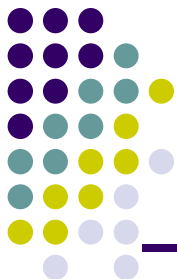
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# Develop 5 key messages & themes linked to the MHSA

- Transforming California's mental health system
- Expanding success and innovation
- Serving the underserved with cultural and linguistic competence
- Busting stigma and discrimination
- Holding the system accountable/transparency



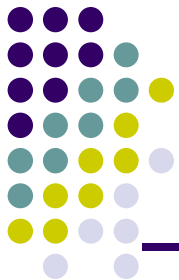
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# Reaching communities

- Equip a **mobile bus** to travel to remote locales or the heart of urban communities.
  - Toward a realization that 1.5 million Californians do not have access to Internet infrastructure.
  - The bus would deliver information and interactive demonstrations underscoring the intent of the MHSA, services available.



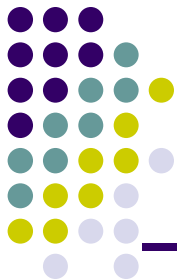
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# Reaching communities

- Bus travels to communities, schools, colleges, elder centers, faith-based, rural locales.



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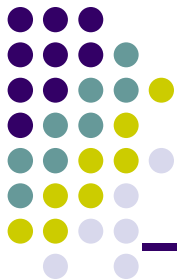
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# Updated OAC Web Site

- More visual features
  - More storytelling about success, reach of MHSA
  - Higher profile for help/access lines from counties
  - Updated blog linking to news, information about mental health
  - Emphasis on stigma, discrimination busting
  - Also, on reaching groups such as TAY, others



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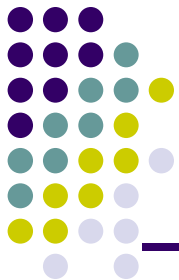
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# Develop Oversight Tool

- Such as a graphic device called “Follow the Money.”
  - Demonstrates a flow of dollars from MHSA fund to counties to programs.
  - Develops confidence among the public regarding accountability, oversight.



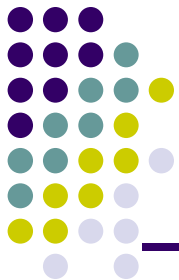
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# Press events

- Plan and hold a series of press events.
- Aim is to inform the public through the press.
- Engaging the press as a partner in spreading the word.
- Plan around events, dates, such as kickoff of May, designated as Mental Health Month.



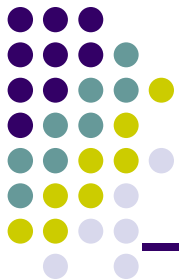
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# Publish a public newsletter

- Highlight best mental health practices, new information and research.
- Inform those without access to the Internet.
- Distribute through counties and programs.



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# Targeted newsletters

- Produce and distribute targeted newsletters to groups we want to reach.
  - TAY, elderly, ethnic and culturally diverse, others
    - Publish these newsletters in the threshold languages.
    - Distribute to locations that reach these groups.



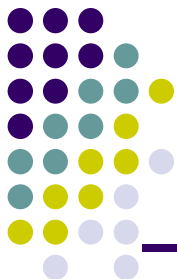
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# Distribute a Wall Calendar

- A constant reminder of the MHSA goals, mission.
- Could include important dates: Depression Screening Week, Mental Health Awareness Week, and so on.
- Inspirational, stigma busting consumer artwork and writings.



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# Traditional media tools

- Press releases, packets
- Fact sheets
- Media relations
- Digital means of getting the word out: websites, video reports.
- Commissioner interviews with press.



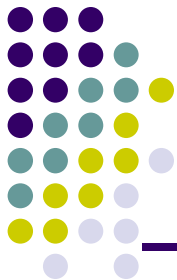
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# Summary

- Commissioners give input on communications plan. This is for the consideration of the Commissioners.
- Add innovation,
- Commissioner input.



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